

### **REMARKS/ARGUMENTS**

The Final Office Action of December 17, 2003 has been carefully reviewed and these remarks are responsive thereto. Applicant thanks the Examiner for extending the courtesy and an Examiner Interview. Reconsideration and allowance of the instant application are respectfully requested. Claims 1, 3, 14-17, 19, 23, 25, 36-39, 41, 45-46, 60, 62, and 64 have been amended. Claims 1-64 remain pending. Claims 65-68 have been added.

Claims 3, 14-16, 19, 25, 36-38, 41, 46, 60, 62, and 64 have been amended to correct minor clerical problems. Claims 65-68 have been added to further clarify aspects of the present invention. No new matter has been added and support for the new claims can be found throughout the originally filed written description and drawings.

Claims 1-64 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Jois et al. (U.S. Patent No. 6,112,242, hereinafter referred to as *Jois*) in view of Moore et al. (U.S. Patent No. 6,330,575, hereinafter referred to as *Moore*). Applicant respectfully traverses this rejection.

As amended independent claims 1 and 23 each recite, among other features, “generating a web page layout” and “generating an updated web page layout responsive to receiving the style template selection signal.” Applicant’s invention is patentably distinguishable over the prior art because the combination of *Jois* and *Moore* neither teaches nor suggests this feature of Applicant’s claims 1 and 23. In *Jois*, the composite web page is not generated until all templates have been loaded (col. 7, lines 25-31; step 670 in Figure 6). In *Moore*, only when the web pages have been created does the Development Tool allow a merchant to publish or upload the Web pages to a site specified by the merchant. (col. 11, lines 62-64). Therefore, the combination of *Jois* and *Moore* fails to teach or suggest, “generating a web page layout” and “generating an updated web page layout responsive to receiving the style template selection signal,” as recited, among other features, in Applicant’s claims 1 and 23.

Applicant’s amended independent claims 17 and 39 each recite, among other features, “generating a web page layout” and “generating an updated web page layout responsive to receiving the macro style template selection signal.” Applicant’s invention is patentably distinguishable over the combination of *Jois* and *Moore* for at least the same reasons as stated

above with reference to Applicant's claims 1 and 23. As amended, independent claim 45 recites, among other features, "displaying a web page layout on a display" and "displaying an updated web page layout in response to the received style template selection signal." Applicant's invention is patentably distinguishable over the combination of *Jois* and *Moore* for at least the same reasons as stated above with reference to Applicant's claims 1, 17, 23, and 39.

Applicant's claims 2-16 and 62-63, 18-22 and 64, 24-38, 40-44, and 46-61, which depend from claims 1, 17, 23, 39, and 45, respectively, are patentably distinct over the combination of *Jois* and *Moore* for at least the same reasons as their ultimate base claim and further in view of the novel features recited therein.

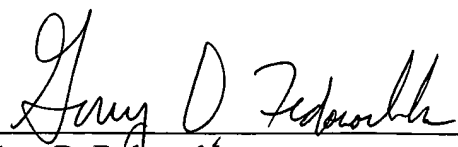
New claims 65-68 are fully supported by the specification and are believed allowable over the art of record.

### **CONCLUSION**

All rejections having been addressed, Applicant respectfully submits that the instant application is in condition for allowance, and respectfully solicits prompt notification of the same. Should the Examiner find that a telephonic or personal interview would expedite passage to issue of the present application, she is encouraged to contact the undersigned attorney at the telephone number indicated below. Applicant looks forward to passage to issue of the present application at the earliest convenience of the Office.

Respectfully submitted,  
**BANNER & WITCOFF, LTD.**

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